

AMENDMENTS TO THE CLAIMS

Listing of Claims:

1. (Currently Amended) A personal cleansing article comprising a package containing a striped personal cleansing composition comprising:
 - (a) a first stripe comprising a cleansing phase comprising a surfactant and water; and
 - (b) at least one additional stripe comprising a substantially anhydrous benefit phase comprising at least about 20%, by weight of said benefit phase, of a hydrophobic material having a solubility parameter of from about 5 to about 15 $(\text{cal}/\text{cm}^3)^{0.5}$; wherein the benefit phase has a Consistency value of from about 1 to about 10,000 poise;wherein said striped personal cleansing composition is in a form selected from the group consisting of liquid, semi-liquid, cream, lotion, gel, and mixtures thereof; ~~and~~ wherein said cleansing phase and said benefit phase are in physical contact within said package; and wherein the benefit phase comprises zero percent by weight of the benefit phase of surfactant.
2. (Canceled).
3. (Canceled).
4. (Canceled).
5. (Previously Presented) A personal cleansing article according to claim 1, wherein the hydrophobic material in the benefit phase has a Vaughan Solubility Parameter of from about 5 to about 10 $(\text{cal}/\text{cm}^3)^{0.5}$.
6. (Canceled)
7. (Previously Presented) A personal cleansing article according to claim 1, wherein the benefit phase has a Shear Index of from about 0.1 to about 0.8.

8. (Previously Presented) A personal cleansing article according to claim 1, wherein the hydrophobic material represents at least about 50% by weight of the benefit phase.

9. (Previously Presented) A personal cleansing article according to claim 1, wherein at least 20% by weight of the benefit phase is selected from the group consisting of petrolatum, mineral oil, micro-crystalline waxes, paraffins, ozokerite, polyethylene, polybutene, polydecene, perhydrosqualene, dimethicones, cyclomethicones, alkyl siloxanes, polymethylsiloxanes, methylphenylpolysiloxanes, lanolin, lanolin oil, lanolin wax, lanolin alcohols, lanolin fatty acids, isopropyl lanolate, acetylated lanolin, acetylated lanolin alcohols, lanolin alcohol linoleate, lanolin alcohol riconoleate, castor oil, soy bean oil, sunflower seed oil, milled soy bean oil, safflower oil, cotton seed oil, corn oil, walnut oil, peanut oil, olive oil, cod liver oil, almond oil, avocado oil, palm oil, sesame oil, and combinations thereof.

10. (Previously Presented) A personal cleansing article according to claim 1, wherein the cleansing phase comprises:

- (i) at least one anionic surfactant;
- (ii) at least one electrolyte; and
- (iii) at least one alkanolamide;

wherein the cleansing phase is non-Newtonian shear thinning, and has a viscosity of equal to or greater than about 3000 centipoise.

11. (Previously Presented) A personal cleansing article according to claim 10, wherein the cleansing phase comprises from about 3% to about 60%, by weight of said cleansing phase, of total active surfactant.

12. (Previously Presented) A personal cleansing article according to claim 10, wherein the electrolyte comprises an anion selected from the group consisting of phosphate, chloride, sulfate, citrate, and mixtures thereof; and a cation selected from the group consisting of sodium, ammonium, potassium, magnesium, and mixtures thereof.

13. (Previously Presented) A personal cleansing article according to claim 10, wherein the electrolyte is present at a level of from about 0.1% to about 15% by weight of the cleansing phase.

14. (Previously Presented) A personal cleansing article according to claim 1, wherein said personal cleansing composition further comprises a cationic deposition polymer.

15. (Canceled).

16. (Canceled).

17. (Canceled).

18. (Canceled).

19. (Canceled).

20. (Previously Presented) A personal cleansing article according to claim 1, wherein said cleansing phase comprises sodium trideceth sulfate.

21. (Previously Presented) A personal cleansing article according to claim 1, wherein said cleansing phase comprises sodium lauroamphoacetate.

22. (Previously Presented) A personal cleansing article according to claim 1, wherein said hydrophobic material is petrolatum.

23. (Previously Presented) A personal cleansing article according to claim 1, wherein said hydrophobic material is mineral oil.

24. (Previously Presented) A personal cleansing article according to claim 1, wherein said cleansing phase comprises:

- (i) at least one anionic surfactant;
- (ii) at least one electrolyte; and

(iii) at least one amphoteric surfactant;
wherein the cleansing phase is non-Newtonian shear thinning, and has a viscosity of equal to or greater than about 3000 centipoise.

25. (Canceled).

26. (Previously Presented) A personal cleansing article according to claim 1, wherein said cleansing phase further comprises a non-ionic surfactant.

27. (Previously Presented) A personal cleansing article according to claim 1, wherein said benefit phase comprises petrolatum, mineral oil and a pigment.

28. (Currently Amended) A personal cleansing article comprising a package containing a striped personal cleansing composition comprising:

- (a) a first stripe comprising a cleansing phase comprising a surfactant and water; and
- (b) at least one additional stripe comprising a benefit phase comprising at least about 20%, by weight of said benefit phase, of a hydrophobic material having a solubility parameter of from about 5 to about 15 (cal/cm³)^{0.5}; wherein the benefit phase has a Consistency value of from about 1 to about 10,000 poise; wherein said benefit phase is substantially free of surfactant has zero percent by weight of the benefit phase of surfactant;

wherein said striped personal cleansing composition is in a form selected from the group consisting of liquid, semi-liquid, cream, lotion, gel, and mixtures thereof; and wherein said cleansing phase and said benefit phase are in physical contact within said package.

29. (Canceled).

30. (New) A personal care product, comprising a personal care composition within a package, wherein the personal care composition comprises:

a) a cleansing phase comprising an anionic surfactant, a zwitterionic surfactant, and a cationic polymer; and

b) a benefit phase comprising from about 80% to about 99% of a hydrophobic benefit agent selected from the group consisting of petrolatum, mineral oil, and combinations thereof, wherein the benefit phase comprises zero percent by weight of the benefit phase of surfactant;

wherein the two phases are in physical contact within the package.

31. (New) The product of claim 30, wherein the anionic surfactant comprises ammonium laureth-3 sulfate, the zwitterionic surfactant comprises sodium lauroamphoacetate, and the cationic polymer comprises guar hydroxypropyltrimonium chloride.

32. (New) The product of claim 31, wherein the hydrophobic benefit agent comprises petrolatum and mineral oil.

33. (New) A personal care product, comprising a personal care composition within a package, wherein the personal care composition comprises:

a) a lamellar cleansing phase comprising a surfactant, a cationic polymer, and water, wherein the cleansing phase has a Yield Point of greater than 0.1; and

b) a benefit phase comprising from about 80% to about 99% by weight of the benefit phase of a hydrophobic benefit agent with a Vaughan Solubility Parameter from about 5 to about 15,

wherein the two phases are in physical contact within the package.

34. (New) The personal care product of claim 33, wherein the benefit phase comprises zero percent by weight of the benefit phase of surfactant.